

TRAVEL AND HOSPITALITY

The Cosmopolitan's sassy chatbot shows customers a good time

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The Cosmopolitan's chatbot users spent 30 percent more than non-users. Image credit: The Cosmopolitan

By DANNY PARISI

NEW YORK When The Cosmopolitan hotel in Las Vegas was looking for ways to leverage digital tools to encourage guests to explore the property, it hit on an idea: creating a virtual guide with sass and personality.

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From this decision came Rose, a chatbot with a witty and irreverent personality that has helped drive up engagement and retention among The Cosmopolitan's customers. At Forrester's annual Consumer Marketing event in New York on April 6, an executive from the hotel walked attendees through the development of Rose and how the artificially intelligent guide has helped the hotel improve customer experiences.

"We spent the most time on her personality," said Mamie Peers, vice president of digital marketing at [The Cosmopolitan](#). "She's witty and sassy and confident.

"The employees introduce her at the front desk," she said. "They tell customers to 'text rose for a better time during your stay.'

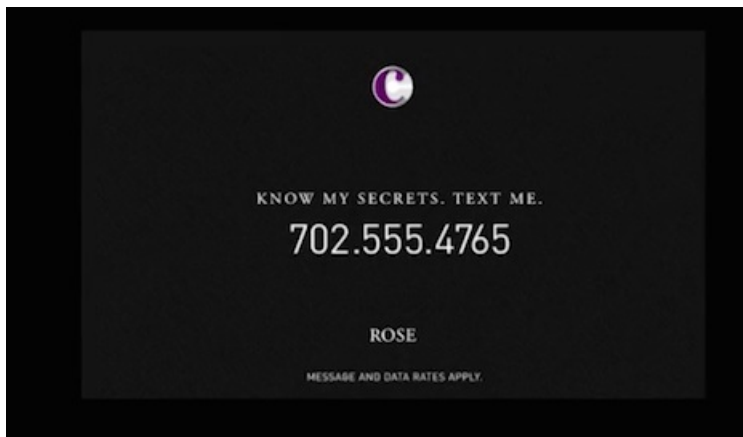
"It's much better and more exciting than a transactional sort of message."

Chatbot engagement

Las Vegas is a competitive market. Customers cannot walk 10 feet down the strip without stumbling across 100 different things to do competing for their attention.

For The Cosmopolitan, the challenge was figuring out how to get consumers to stay in the hotel and explore it, rather than wandering off and seeing what else Las Vegas has to offer. To remedy this, the five-star hotel introduced Rose, an AI chatbot that can act as a guide for customers.

While Rose can be a simple concierge service, ordering a customer new towels or room service, The Cosmopolitan's staff encourages consumers to text Rose with more informal requests.



Rose's number. Image credit: The Cosmopolitan

In return, Rose will respond in a fun and enticing way, promising customers to show them the best time at the hotel the way a friend would. Customers can ask Rose questions, get the lowdown on the nightlife and even flirt with Rose.

Rose sets a tone that is just shy of risqu, fitting with the brand's image of having a hint of danger or excitement to it. Customers overwhelmingly seem to love it.

Customers who use Rose tend to spend 30 percent more than those who do not, and almost 70 percent of Rose users are highly engaged, sending her many texts and building a genuine rapport with the bot.

"Customer reviews are glowing about Rose," Ms. Peers said. "One person even wrote that Rose made his wife jealous.

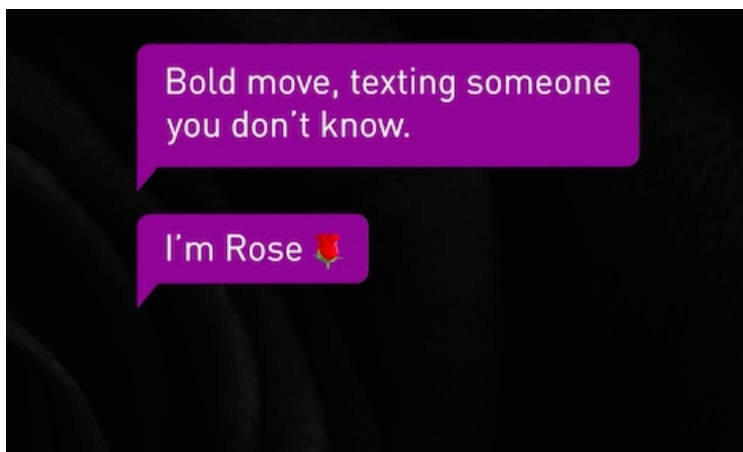
"Bots are great because they make you think about what your brand would sound like if it was a person," she said.

"For us, Rose is our brand personified."

Pros and cons

Chatbots are becoming invaluable to customer service departments, but brands must be aware that virtual assistants need to be maintained, updated and not left stagnant.

The use of chatbots can be a valuable addition to any brand's ability to interact with customers, which is why so many marketers have embraced them since their inception. But marketers need to understand that chatbots should evolve with consumers and with the new services and items that brands offer ([see story](#)).



Rose's personality is flirty and fun. Image credit: The Cosmopolitan

Other hotel brands have had success with similar chatbot features. For example, Four Seasons Hotels and Resorts digitized the art of conversation with the introduction of an instant message chat service.

Available in more than 100 languages, Four Seasons Chat enables guests to send and receive messages from property teams for before, throughout and after their stay at a Four Seasons hotel. Personalized chats are becoming an industry standard across sectors, as consumers appreciate real-time communication with brands when questions or concerns arise ([see story](#)).

For The Cosmopolitan, Rose represented a learning opportunity. From the many conversations customers had with

Rose, the brand was able to collect a large amount of data about how its customers experience the hotel and what kinds of things they value.

"We learned a lot from Rose," Ms. Peers said. "The thing we did right is making her have a vibrant personality."

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